

## **Black Funders of St. Louis General Body Meeting**

### **I. Call to order:**

- A. Maranda Witherspoon Richardson called to order the regular virtual meeting of the Black Funders of St. Louis via Zoom.

### **II. Roll Call**

- A. The following persons were present for the meeting: Tesa Dean, Brandon Haynes, Marnee Morgan, Michele Mosley, Vetta Sanders Thompson, Nancy Smith, Maranda Witherspoon Richardson, and Deborah Wilson

### **III. Committee Reports**

#### **A. Compliance Committee Report: Nancy Smith**

- 1. Financials
  - a. Grant Balance as of January 4, 2021: \$23,246.49
  - b. Bank Balance as of January 4, 2021: \$3,176.93
  - c. Members Total: **20**
- 2. Membership Due Reminders - \$300/year
- 3. Initial membership dues can be paid anytime during year
  - a. Initial membership Dues can be paid anytime during the year
  - b. Your membership dues renewal date is your anniversary month of when you first became a member

#### **B. Grants: Vetta Sanders Thompson**

- 1. **2021 Funding Priority:** Capacity building for organizations engaged in **Civic Engagement**
  - a. Civic engagement defined as, but not limited to:
    - i. Short-term voter engagement/turnout events
    - ii. voter registration activities and support
    - iii. Ongoing civic education and/or action
    - iv. Educating public on Roles responsibilities of public officials &/or citizens
- 2. **Grant Cycle will be an open call**
  - a. Organizational Type: Black-led non-profits with budget of \$250,000 and below ( no longer just \$100,00 and below)
  - b. Will award 2 grants (up to \$3,000 per award)
- 3. **2019 Grant Recipients' Final Reports**
  - a. 4 grantees received \$2,000 each. 3 of 4 Grantees submitted final reports.
    - A Red Circle, \$2,000*, North County Agricultural Education Center
    - i. *Family Resources and Community Connections, Inc., \$2,000*, Capacity Building Consultant. This consultant helped to organization better understand role of Executive Director and the Board.

- ii. *The National Coalition of 100 Black Women, Inc. – Metropolitan St. Louis Chapter, \$2,000*, Strategic Planning

**C. Membership Updates: Tesa Dean**

Committee presented 2021 Proposed Priorities for BFSTL Membership

1. 2021 Goals:
  - a. **Yearly Recruitment:** 10 New members
    - i. Strategy: Each member to recruit 1 member
  - b. **Membership Retention:** 90%+ retention rate
  - c. **New Funds:** \$3,000 (dues related new members)
  - d. **Fundraising Goal:** At least \$1,000
  
2. **Engagement** - Recruitment & Retention (Lead: Deborah Wilson)
  - a. **Grantee Spotlights** - Social Media Testimonial Campaigns via photo& quote or video blurb to highlight the impact of BFSTL grants and showcase grantees work within the Black Community. *Dual aim of this work is to advertise grant cycles and secure donations.*
    - i. When: Black History Month & Black Philanthropy Month (August) in conjunction with grant cycle.
    - ii. Calls to Action: Join BFSTL; Donate to BFSTL
    - iii. Non-profit Calls to Action: Apply for Grant Today
    - iv. See example of Spotlight: [West End Plan Neighbor Spotlight](#)
    - v. **Actions/Next Steps:**
      - Focus on the last round of grantees
      - Action St. Louis is currently working on the Mayor's Campaign with one of our grantees. Tap into this work to leverage social media traction.
  - b. **Virtual Events:**
    - i. Virtual Trivia Night (Recruitment & Retention)
      - Black History Month or Juneteenth Trivia Night
      - Kahoot Game or Family Feud style
      - Include BFSTL Highlights, Grantee testimonials, and/or embed BFSTL-related Trivia questions
    - ii. Virtual Happy Hours (Retention)
      - 2x a year focused on off months when we
      - Members only
      - Gifts/Raffle Prizes Include "Get to Know BFSTL Members" game
  
3. **Time & Talent (Co-leads: Marnee Morgan & Trenea Thompson)**
  - a. **Quarterly Webinars**
    - i. Dates: March, June, August (series), November
    - ii. Black Philanthropy Month webinar series to continue in 2021

- iii. Topics ideas: leadership dvlpt, succession planning, marketing & communications, social media strategy dvlpt, board dvlpt, volunteer mgmt, financial mgmt & oversight, HR, organizational communication
- iv. Social Media Advertisement to launch at least 1 month prior to webinar dates
- v. **Action Items/Next Steps:**
  - *Maranda to follow-up on meeting with Keisha regarding Deaconess webinars. Consider partnering with Deaconess on 1 or more of these webinars.*

**b. Time & Talent Program Launch**

- i. **Goal:** Match 5 Grantees with Individual Talent
  - Organizations to identify up to three (3) needs, BFSTL would support one (1) of those needs
- ii. **Program Launch Mechanics and Process**
  - Members complete T&T form
  - Former Grantees complete T&T org form
  - Membership Committee to begin matching in mid-February
  - New members to receive T&T Intake Form link in Welcome Email
  - New grantees to receive T&T non-profit form link in Grant Award Email
  - Catalog a list of organizations/associations to connect grantees/Black-led non-profits
- iii. **Program Monitoring Process**
  - Quarterly check-in with grantees to assess ongoing needs
  - Keep membership informed of grantee needs/grants via email & during quarterly membership meetings
  - Utilize webinars as opportunity for Members to present on areas of expertise
  - Connect associations and organizations
- iv. **Actions/Next Steps:**
  - Membership Committee to review & update forms and send to members/grantees
  - Work with the Grants Committee to secure contact information for former/current grantees

**4. Fundraisers**

**a. BFSTL T-shirt/Button Day (3-4 times a year)**

- i. Members to promote t-shirt sales by:
  - Purchasing BFSTL t-shirt
  - Wearing BFSTL t-shirt & button on designated days
  - Posting picture wearing BFSTL t-shirt/button
    - Using Designated Hashtag (TBD)
  - Launch BFSTL T-Shirt Day on April 25 (BFSTL Anniversary)
  - **Actions/Next Steps:**
    - Explore bundling T-shirts with cost of New membership (Maranda)

**b. End of year Online Silent Auction**

- i. Week long campaign - late November/Early December (could be focused around Black Friday)
- ii. Featured auctioned item each day
- iii. Promote BFSTL using Grantee spotlights: "what your dollars/donations will go towards"
- iv. Use a social media hashtag to promote silent auction
- v. Member incentive to share/promote silent auction
- vi. Could focus on donating to BFSTL on Black Friday & select items from Black-owned businesses
- vii. **Actions/Next Steps:**
  - Begin to reach out to businesses (i.e., Black Businesses)
  - Connect with Nancy S. to secure silent auction basket

**IV. Other Business**

**A. Update from Executive Working Group**

**1. 2021 Prioritized Goals:**

- a. Secure funding for Part-time Executive Director and other funding
- b. Connections and Collaborations with other Giving Circles
- c. **Action Item/Next Steps:**
  - i. If you know of funding opportunities, please share with Maranda and Executive Working Group

**B. STL Give Day May 6, 2021**

- a. Previously raised \$2,500-\$3,000 - with limited campaigning and concerted efforts.
- b. For 2021, prepare a focused campaign to help promote BFSTL fundraising for STL Give Day.
  - i. To include formed social media posts (photo and captions) and texts with instructions on cadence/frequency of sharing

**C. Professional Development/Training Opportunities**

1. Use quarterly general membership meeting to provide some training and professional development opportunities
2. First topic to be on Personal fundraising training

**V. Next General Membership Meeting:** April 15, 2021 5:30 PM via Zoom.

Meeting adjourned at 7:11 PM

Minutes submitted by Tesa Dean